June 22, 1984

Dear

INPUT is now offering a new multiclient study entitled <u>Impact Of New
Software Productivity Techniques.</u>

The study will examine new approaches to systems and applications software
development and analyze their effect on the software products and profes-
sional services markets—now and through 1990. User requirements for deve-
lopment tools in the distributed environment will be included, with par-
ticular emphasis on the crucial issues of productivity measurement and
control.

How will these market developments affect your product strategies? The
study gives you specific answers to this all-important question and also
covers:

- o   What kinds of development tools are most successful in the end-
       user development environment? What kinds are least successful?

- o   Do your tools really fit into this environment?

- o   What are your best directions for product development? For
       product enhancement?

- o   How can you avoid product obsolescence?

- o   Which software development market segments look most promising?

- o   What tools are users using now?

- o   What new tools do they require?

- o   How do users assess the effectiveness of various kinds of soft-
       ware development tools?

INPUT's Software Team will conduct both user and vendor interviews for this study. Enclosed for your review are "preliminary" copies of the question- naires to be used during the research phase. INPUT will accept comments on questionnaire content from subscribers to the study until July 15, 1984 only.

You may subscribe to this multiclient study at the charter subscriber fee of $3,750 until July 15, 1984. After that date, the study fee will increase to $4,550. Presentation of the study results at the client's site is available for an additional fee.

I will call in a few days to discuss the study.

Sincerely,

George D. Hunter
Principal Consultant

GDH:jdw
Enclosures